



## Integral Institute of Agricultural Science & Technology (IIAST) Integral University, Lucknow

### Brief report on Kisan Goshthi organized by Department of Agriculture, IIAST on “Income generation activities in agriculture”

“कृषि में आय सृजन गतिविधियाँ”

Department of Agriculture, Integral Institute of Agricultural Science & Technology (IIAST) organized a Kisan Goshti on 4<sup>th</sup> May 2024 to sensitize the natives of village Rajauli, Tehsil-Bakshi ka Talab. Important information regarding various Agricultural income generation activities have been imparted to farmers of Rajauli village and Khwaja ka Purva village.

The Kisan Goshti was chaired by chief guest Mr. Shailendra Kumar Singh, SMS-Agricultural Extension and Mr. Sachin kumar Tomar, SMS- Soil Science, KVK-II Sitapur. The faculty members Dr. Malik Mobeen, Dr. Pallavi Srivastava and Dr. Muzeev Ahmad had accompanied students of B.Sc (Hons.) Agriculture for the Kisan Goshthi. Department of Agriculture, IIAST always works for agriculture sustainability and empowerment of farmers in rural areas by imparting them technical and financial support system through different extension activities and innovative ideas.

Mr. Shailendra Kumar Singh, SMS-Ag. Extension KVK-II Sitapur elaborated about different activities like crop cultivation using modern and sustainable farming techniques, such as precision agriculture or organic farming, to enhance yields and quality. He also told that for doubling the income of farmers it is essential to adopt practices like Livestock rearing, poultry, dairy farming, and animal husbandry. Mr. Sachin kumar Tomar explained about soil health card and its utility in enhancing soil health also promoted Pradhan Mantri Jan Urwarak Pariyojana . Dr. Malik Mobeen, Department of Agriculture, IIAST had told the farmers about diverse range of achievements, including enhanced agricultural skills, improved knowledge of income-generating techniques and increased capacity for sustainable farming practices. Dr. P. Smriti Rao had emphasized the importance of soil testing as a fundamental practice in modern agriculture, encouraging farmers to incorporate it into their regular farming routine to enhance productivity and sustainability. Dr. Rahil Usmani discussed the eNAM (National Agriculture Market) marketing system and its various features and benefits. The eNAM platform is an initiative by the Indian government to create a unified national market for agricultural commodities. Dr. Nitish Kumar discussed the Meghdoot app and its role in providing agro-advisory services to farmers during his interaction. The Meghdoot app is a collaborative initiative between the Indian Meteorological Department (IMD) and the Indian Council of Agricultural Research (ICAR). It aims to provide weather-based agricultural advisories to farmers to help them make informed decisions. Dr. Pallavi Srivastava, had given practical insights into various aspects of agricultural production, marketing strategies, and value-added processing methods, enabling them to optimize yields and profitability. Dr. Muzeev Ahmad, Department of Agriculture, IIAST had disseminated information about entrepreneurship and innovation within the agricultural sector, empowering individuals to explore new avenues for income generation while promoting economic growth and food security within their communities.

Around 20 students and more than 20 farmers participated in the kisan Goshti. Farmers of Rajauli village had participated very enthusiastically and goshthi event comes up with successful outcomes, farmers have also given their feedback. The queries of farmers were effectively solved by our mentors and important information regarding income generation activities had been given to farmers. The Goshthi was observed under the direction of Prof. Mohd Haris Siddiqui, Dean, Faculty of Agricultural Science and Technology and Prof. Saba Siddiqui, Head, Department of Agriculture, IIAST.



**Glimpses of Kisan goshti:**





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Rajauli, Uttar Pradesh, India  
X26R+8P7, Rajauli, Uttar Pradesh 226026, India  
Lat 26.960636°  
Long 81.041911°  
04/05/24 11:07 AM GMT +05:30



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